



Betsy L. Freeman

**U.S. Department of Defense
Office of the Secretary of Defense, Chief Information Officer
Special Assistant to the DoD Chief Information Officer
Director, Staff Operations**



Currently, Ms. Freeman is Special Assistant to the Department of Defense Chief Information Officer, and also serves as the Director, Staff Operations where she acts as the senior advisor and staff assistant for matters relating to the management and improvement of integrated CIO operations.

In this role she is charged with leading the synchronization, integration, and coordination of the four Deputy CIO activities to ensure optimal alignment with the Campaign and Annual plans and in support of warfighter needs, technology needs and IT Modernization.

Prior to this assignment, Ms. Freeman was selected to participate as a member of the Secretary of Defense Efficiencies Task Force, formed by Secretary Robert Gates.

In her capacity on the task force she acted as strategic communications and media advisor to Efficiencies Task Force (ETF) leadership, liaison officers, and DoD legal advisor. Additionally, she is credited with developing centralized ETF strategic messages, enabling the Department to speak with a “single voice” to key stakeholder audiences, including Congressional Oversight Committees and the news media. She also acted as Communications Advisor to select Office of the Secretary of Defense (OSD) staff elements, providing guidance on message development, media interactions, website content and internal/external communication strategy and tools.

Following her assignment on the Task Force, Ms. Freeman went on to develop organizational implementation plans for several key OSD elements including the Office of Legislative Affairs. Additionally, she is credited with serving as the Director of Operations for the Secretary of Defense (Secretary Leon Panetta) Budget Outreach Group, in its work prior to sequestration.

Ms. Freeman has had a highly successful work history including Active Duty Air Force assignments; Director Communications and Business Development for the Global Energy Practice, PricewaterhouseCoopers LLP; and as Senior Managing Director for High Technology, Hill and Knowlton.

At PricewaterhouseCoopers LLP, Ms. Freeman developed and implemented global communication and business development strategies; provided oversight for portfolio brand management, advertising, and media relations programs; and executed media strategy and acted as operations advisor to the Utility Industry Leaders, as requested by the Global Energy Chairman. During this period, Ms. Freeman developed a ground-breaking strategic engagement methodology that multiplied new business opportunities across the existing industry client base and resulted in a multi-million dollar increase in new business.

Finally, Ms. Freeman completed her Active Duty Air Force career at the Pentagon where she served as the Media Relations strategist, spokesperson, and watch officer for the Air Force Deputy Chief of Staff for Operations (AF/XO) and the Air Force General Counsel (AF/GC) during Operations DESERT SHIELD and DESERT STORM.